

WHAT IS CLAIMED IS:

1. A shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop: wherein

said respective shop terminals comprise
an advertisement information registration requesting unit for requesting the advertisement panel control terminal to register advertisement information including image information expressing an advertisement image to be displayed on the advertisement panel device corresponding to its own shop terminal, through the communication network;

said advertisement panel control terminal comprises

an advertisement information controlling unit for registering and controlling the advertisement information for every shop terminal, based on the registration request of the advertisement information from the shop terminal, and sending the image information of the advertisement information to the advertisement panel device corresponding to the above

shop terminal; and

said respective advertisement panel devices
comprise

an advertisement display unit for displaying an
advertisement according to the image information sent
from the advertisement panel control terminal.

2. A shop information advertisement panel system as
set forth in Claim 1, wherein

said shop terminal comprising

an advertisement information update requesting
unit for requesting the advertisement panel control
terminal to update the advertisement information
corresponding to the shop terminal itself, which is
registered in the advertisement panel control terminal,
through the communication network; and

said advertisement panel control terminal
comprising

an advertisement information registering unit of
adding control information to the advertisement
information requested to be registered by the shop
terminal, so to register the both information therein,
and

an advertisement information updating unit for
updating the advertisement information corresponding to
the shop terminal having made an update request, of the
advertisement information registered in an advertisement

information storing unit, according to the update request of the advertisement information from the shop terminal.

3. A shop information advertisement panel system as set forth in Claim 1, wherein

said shop terminal sends the advertisement information including the image information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information therein,

said advertisement panel control terminal adds the control information including the information of the advertisement panel device corresponding to the shop terminal to the advertisement information sent from the shop terminal, so to register the both information for every shop terminal into said advertisement information registering unit.

4. A shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop: wherein

10 said respective shop terminals comprising
 an advertisement information registration
requesting unit for requesting the advertisement panel
control terminal to register advertisement information
including image information expressing an advertisement
image to be displayed on the advertisement panel device
15 corresponding to its own shop terminal and detailed
information on the shop where this shop terminal is
provided, through the communication network;

 said advertisement panel control terminal
comprising
20 an advertisement information controlling unit for
registering and controlling the advertisement
information for every shop terminal, based on the
registration request of the advertisement information
from the shop terminal, and sending the image
25 information to the advertisement panel device
corresponding to the shop terminal, and

 a detailed information referring unit for, when
the advertisement panel device makes a reference request
of the detailed information, sending the detailed
30 information corresponding to the advertisement panel
device making the reference request of the detailed
information, of the registered advertisement information,
to the advertisement panel device making the reference
request; and

35 said respective advertisement panel devices

comprising

an advertisement display unit for displaying an advertisement according to the image information sent from the advertisement panel control terminal, and

40 a sending/receiving unit for portable unit for, upon receipt of a reference request of the detailed information from an information portable unit, issuing the reference request of the detailed information to the advertisement panel control terminal and sending the
45 detailed information sent from the advertisement panel control terminal to said information portable unit,

said information portable unit

including a detailed information requesting unit for sending the reference request of the detailed
50 information to the advertisement panel device according to a user's instruction, and displaying the received detailed information.

5. A shop information advertisement panel system as set forth in Claim 4, wherein

said shop terminal comprising

an advertisement information update requesting
5 unit for requesting the advertisement panel control terminal to update the advertisement information corresponding to the shop terminal itself, which is registered in the advertisement panel control terminal, through the communication network; and

10 said advertisement panel control terminal
comprising

 an advertisement information registering unit of
adding control information to the advertisement
information requested to be registered by the shop
15 terminal so to register the both information therein,
and

 an advertisement information updating unit for
updating the advertisement information corresponding to
the shop terminal having made an update request, of the
20 advertisement information registered in an advertisement
information storing unit, according to the update
request of the advertisement information from the shop
terminal.

6. A shop information advertisement panel system as
set forth in Claim 4, wherein

 said shop terminal sends the advertisement
information including the image information and detailed
5 information on the shop to the advertisement panel
control terminal, so to request the same terminal to
register the same information therein,

 said advertisement panel control terminal
 adds the control information including the
10 information of the advertisement panel device
corresponding to the shop terminal, to the advertisement
information sent from the shop terminal, so to register

the both information for every shop terminal into said advertisement information registering unit.

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7. A shop information advertisement panel system as set forth in Claim 4, wherein

said detailed information consists of a plurality of items,

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said detailed information referring unit

sends an item list of the detailed information corresponding to the advertisement panel device, of the registered detailed information, to the advertisement panel device having made a reference request when the reference request of the detailed information was made by the same advertisement panel device, and sends the content of an item corresponding to an item name to the advertisement panel device when the item name of the item list was notified by the same advertisement panel device, and

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said sending/receiving unit for portable unit

issues a reference request of the detailed information to the advertisement panel control terminal, sends an item list to said information portable unit, upon receipt of the item list of the detailed information from the advertisement panel control terminal, notifies an item name to said detailed information referring unit, upon receipt of the item name from said information portable unit, and sends the

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25 content of an item sent from said detailed information
referring unit to said information portable unit.

8. A shop information advertisement panel system as
set forth in Claim 7, wherein

5 said detailed information requesting unit of said
information portable unit sends a reference request of
the detailed information to the advertisement panel
device according to a user's instruction, displays an
item list upon receipt of the item list of the detailed
information, sends an item name of an item specified by
a user to the advertisement panel device, and receives
10 and displays the content of the item sent from the
advertisement panel device.

9. A shop information advertisement panel system as
set forth in Claim 7, wherein

5 said advertisement panel control terminal
comprises an access history storing unit for storing an
access history indicating access state of each item of
the registered detailed information, and

said detailed information referring unit updates
the access history stored in said access history storing
unit based on an item name notified from the
10 advertisement panel device.

10. A shop information advertisement panel system as

set forth in Claim 7, wherein

said detailed information includes reservation information indicating reservation state,

5 said information portable unit comprises a reservation requesting unit for sending reservation requesting information to the advertisement panel device,

10 said sending/receiving unit for portable unit sends the reservation requesting information to the advertisement panel control terminal, upon receipt of the reservation requesting information,

15 said advertisement panel control terminal comprises a reservation request sending/receiving unit for sending the reservation requesting information sent from said sending/receiving unit for portable unit to the shop terminal corresponding to the advertisement panel device, and

20 said shop terminal comprises a reservation controlling unit for controlling the reservation information indicating the reservation state and updating the reservation information based on the received reservation requesting information.

11. A shop information advertisement method in a shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop

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terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop, comprising the following steps of:

- 10 in said respective shop terminals,
 requesting the advertisement panel control
terminal to register advertisement information including
image information expressing an advertisement image to
be displayed on the advertisement panel device
15 corresponding to its own shop terminal, through the
communication network;
 in said advertisement panel control terminal,
 registering and controlling the advertisement
information for every shop terminal, based on the
20 registration request of the advertisement information
from the shop terminal, and sending the image
information of the advertisement information to the
advertisement panel device corresponding to the above
shop terminal; and
25 in said respective advertisement panel devices,
 displaying an advertisement according to the
image information sent from the advertisement panel
control terminal.

12. A shop information advertisement method in a shop
information advertisement panel system as set forth in
Claim 11, comprising the following steps of:

in said shop terminal,
5 requesting the advertisement panel control
terminal to update the advertisement information
corresponding to the shop terminal itself, which is
registered in the advertisement panel control terminal,
through the communication network; and

10 in said advertisement panel control terminal,
adding control information to the advertisement
information requested to be registered by the shop
terminal, so to register the both information therein,
and

15 updating the advertisement information
corresponding to the shop terminal having made an update
request, of the registered advertisement information,
according to the update request of the advertisement
information from the shop terminal.

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13. A shop information advertisement method in a shop
information advertisement panel system as set forth in
Claim 11, comprising the following steps of:

in said shop terminal, sending the advertisement
5 information including the image information and detailed
information on the shop to the advertisement panel
control terminal, so to request the same terminal to
register the same information therein; and

in said advertisement panel control terminal
10 adding the control information including the

information of the advertisement panel device
corresponding to the shop terminal to the advertisement
information sent from the shop terminal, so to register
the both information for every shop terminal into said
15 advertisement information registering unit.

14. A shop information advertisement method in a shop
information advertisement panel system having a
plurality of shop terminals provided in a shop, an
advertisement panel control terminal for controlling an
5 advertisement panel, connected with the respective shop
terminals through a communication network, and a
plurality of advertisement panel devices provided for
every shop terminal for displaying an advertisement of
the shop, comprising the following steps of:

10 in said respective shop terminals,
requesting the advertisement panel control
terminal to register advertisement information including
image information expressing an advertisement image to
be displayed on the advertisement panel device
15 corresponding to its own shop terminal and detailed
information on the shop where this shop terminal is
provided, through the communication network;

in said advertisement panel control,
20 registering and controlling the advertisement
information for every shop terminal, based on the
registration request of the advertisement information

from the shop terminal, and sending the image information to the advertisement panel device corresponding to the shop terminal, and

25 when said advertisement panel device makes a reference request of the detailed information, sending the detailed information corresponding to the advertisement panel device having made the reference request to the detailed information, of the registered
30 advertisement information, to the advertisement panel device having made the reference request; and

 in said respective advertisement panel devices,
 displaying an advertisement according to the image information sent from the advertisement panel
35 control terminal, and

 upon receipt of a reference request of the detailed information from an information portable unit, issuing the reference request of the detailed information to the advertisement panel control terminal
40 and sending the detailed information sent from the advertisement panel control terminal to said information portable unit.

15. A shop information advertisement method in a shop information advertisement panel system as set forth in Claim 14, comprising the following steps of:

 in said shop terminal,
5 requesting the advertisement panel control

terminal to update the advertisement information
corresponding to the shop terminal itself, which is
registered in the advertisement panel control terminal,
through the communication network; and

10 in said advertisement panel control terminal,
 adding control information to the advertisement
information requested to be registered by the shop
terminal so to register the both information, and

 updating the advertisement information
15 corresponding to the shop terminal having made an update
request, of the registered advertisement information,
according to the update request of the advertisement
information from the shop terminal.

16. A shop information advertisement method in a shop
information advertisement panel system as set forth in
Claim 14, comprising the following steps of:

 in said shop terminal, sending the advertisement
5 information including the image information and detailed
information on the shop to the advertisement panel
control terminal, so to request the same terminal to
register the same information; and

 in said advertisement panel control terminal,
10 adding the control information including the
information of the advertisement panel device
corresponding to the shop terminal, to the advertisement
information sent from the shop terminal, so to register

FIG. 5 - SEE FIG. 5

the both information for every shop terminal into said
15 advertisement information registering unit.

17. A shop information advertisement method in a shop
information advertisement panel system as set forth in
Claim 14, in which:

said detailed information consists of a plurality
5 of items,

said advertisement panel control terminal
sends an item list of the detailed information
corresponding to the advertisement panel device, of the
registered detailed information, to the advertisement
10 panel device having made a reference request when the
reference request of the detailed information was made
by the same advertisement panel device, and sends the
content of an item corresponding to an item name to the
advertisement panel device when the item name of the
15 item list was notified by the same advertisement panel
device, and

said advertisement panel device
issues a reference request of the detailed
information to the advertisement panel control terminal,
20 sends an item list to said information portable unit,
upon receipt of the item list of the detailed
information from the advertisement panel control
terminal, notifies an item name to the advertisement
panel control terminal, upon receipt of the item name

25 from said information portable unit, and sends the
content of an item sent from the advertisement panel
control terminal.

18. A shop information advertisement method in a shop
information advertisement panel system as set forth in
Claim 17, in which

5 said information portable unit sends a reference
request of the detailed information to the advertisement
panel device, according to a user's instruction,
displays an item list upon receipt of the item list of
the detailed information, sends an item name of an item
specified by a user to the advertisement panel device,
10 and receives and displays the content of the item sent
from the advertisement panel device.

19. A shop information advertisement method in a shop
information advertisement panel system as set forth in
Claim 17, in which

5 said advertisement panel control terminal
stores an access history indicating access state
of each item of the registered detailed information, and
updates the access history stored based on an
item name notified from the advertisement panel device.

20. A shop information advertisement method in a shop
information advertisement panel system as set forth in

Claim 17, in which

said detailed information includes reservation
5 information indicating reservation state,

said information portable unit sends reservation
requesting information to the advertisement panel device,

said advertisement panel device sends the
reservation requesting information to the advertisement
10 panel control terminal, upon receipt of the reservation
requesting information,

said advertisement panel control terminal sends
the reservation requesting information sent from the
advertisement panel device to the shop terminal
15 corresponding to the advertisement panel device, and

said shop terminal controls the reservation
information indicating the reservation state and updates
the reservation information based on the received
reservation requesting information.

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21. A computer readable memory storing a program for
controlling a shop information advertisement in a shop
information advertisement panel system having a
plurality of shop terminals provided in a shop, an
5 advertisement panel control terminal for controlling an
advertisement panel, connected with the respective shop
terminals through a communication network, and a
plurality of advertisement panel devices provided for
every shop terminal for displaying an advertisement of

said program of the respective shop terminals
requesting the advertisement panel control
terminal to register advertisement information including
image information expressing an advertisement image to
15 be displayed on the advertisement panel device
corresponding to its own shop terminal, through the
communication network;

said program of the respective advertisement
panel devices

displaying an advertisement according to the
30 image information sent from the advertisement panel
control terminal.

22. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 21:

terminal

adding the control information including the
information of the advertisement panel device
corresponding to the shop terminal to the advertisement
15 information sent from the shop terminal, so to register
the both information for every shop terminal into said
advertisement information registering unit.

24. A computer readable memory storing a program for
controlling a shop information advertisement in a shop
information advertisement panel system having a
plurality of shop terminals provided in a shop, an
5 advertisement panel control terminal for controlling an
advertisement panel, connected with the respective shop
terminals through a communication network, and a
plurality of advertisement panel devices provided for
every shop terminal for displaying an advertisement of
10 the shop:

said program of the respective shop terminals
requesting the advertisement panel control
terminal to register advertisement information including
image information expressing an advertisement image to
15 be displayed on the advertisement panel device
corresponding to its own shop terminal and detailed
information on the shop where this shop terminal is
provided, through the communication network;

said program of the advertisement panel control

20 terminal

registering and controlling the advertisement
information for every shop terminal, based on the
registration request of the advertisement information
from the shop terminal, and sending the image
25 information to the advertisement panel device
corresponding to the shop terminal, and

when said advertisement panel device makes a
reference request of the detailed information, sending
the detailed information corresponding to the
30 advertisement panel device having made the reference
request of the detailed information, of the registered
advertisement information, to the advertisement panel
device having made the reference request; and

said program of the respective advertisement
35 panel devices

displaying an advertisement according to the
image information sent from the advertisement panel
control terminal, and

upon receipt of a reference request of the
40 detailed information from an information portable unit,
issuing the reference request of the detailed
information to the advertisement panel control terminal
and sending the detailed information sent from the
advertisement panel control terminal to said information
45 portable unit.

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25. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 24:

5 said program of the shop terminal
 requesting the advertisement panel control
terminal to update the advertisement information
corresponding to the shop terminal itself, which is
registered in the advertisement panel control terminal,
10 through the communication network; and
 said program of the advertisement panel control
terminal
 adding control information to the advertisement
information requested to be registered by the shop
15 terminal so to register the both information, and
 updating the advertisement information
corresponding to the shop terminal having made an update
request, of the registered advertisement information,
according to the update request of the advertisement
20 information from the shop terminal.

26. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 24:

5 said program of the shop terminal sending the
advertisement information including the image

information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information; and

10 said program of the advertisement panel control terminal

 adding the control information including the information of the advertisement panel device corresponding to the shop terminal to the advertisement information sent from the shop terminal, so to register the both information for every shop terminal into said advertisement information registering unit.

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27. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 24:

5 said detailed information consisting of a plurality of items;

 said program of the advertisement panel control terminal

 sending an item list of the detailed information corresponding to the advertisement panel device, of the registered detailed information, to the advertisement panel device having made a reference request when the reference request of the detailed information was made by the same advertisement panel device, and sending the content of an item corresponding to an item name to the

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advertisement panel device when the item name of the
item list was notified by the same advertisement panel
device; and

20 said program of the advertisement panel device
 issuing a reference request of the detailed
information to the advertisement panel control terminal,
sending an item list to said information portable unit,
upon receipt of the item list of the detailed
information from the advertisement panel control
25 terminal, notifying an item name to the advertisement
panel control terminal, upon receipt of the item name
from said information portable unit, and sending the
content of an item sent from the advertisement panel
control terminal.

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28. A computer readable memory storing a program for
controlling a shop information advertisement in a shop
information advertisement panel system as set forth in
Claim 27:

5 said program of said information portable unit
 sending a reference request of the detailed information
to the advertisement panel device, according to a user's
instruction, displaying an item list upon receipt of the
item list of the detailed information, sending an item
10 name of an item specified by a user to the advertisement
panel device, and receiving and displaying the content
of the item sent from the advertisement panel device.

29. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 27:

5 said program of the advertisement panel control terminal

 storing an access history indicating access state of each item of the registered detailed information, and

10 updating the access history stored based on an item name notified from the advertisement panel device.

30. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 27:

5 said detailed information including reservation information indicating reservation state;

 said program of said information portable unit sending reservation requesting information to the advertisement panel device,

10 said program of the advertisement panel device sending the reservation requesting information to the advertisement panel control terminal upon receipt of the reservation requesting information;

 said program of the advertisement panel control terminal sending the reservation requesting information

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sent from the advertisement panel device to the shop terminal corresponding to the advertisement panel device; and

20 said program of the shop terminal controlling the reservation information indicating the reservation state and updating the reservation information based on the received reservation requesting information.

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